IN THE CLAIMS

Please amend the claims as follows:

1-148. (Cancelled)

149. (Previously Presented) A method for compiling and maintaining information for use in routing and transmitting content to a machine via a network, the method comprising:

receiving user activity information from the machine;

updating a user profile based on the received user activity information;

determining a uniform resource identifier for identifying audio or video content to transmit to the machine based on the received user profile information;

inheriting user profile attributes into the user profile from a group of which the user is a member; and

storing the user profile information in a hierarchical attribute value-pair data structure,

wherein the audio or video content is selected based on the user profile and the audio or video content is used to enhance an audio video program.

150. (Previously Presented) The method as claimed in claim 149, wherein the content comprises an executable object.

151. (Currently Amended) The method of claim 149, further comprising: specifying in the data structure ~~medium~~ information identifying preferences of the user.

152. (Previously Presented) The method of claim 149, further comprising: dynamically changing the user profile information in the hierarchical structure based upon updated information.

153. (Previously Presented) The method of claim 149, further comprising: querying the user in order to obtain user profile information.

154. (Previously Presented) The method of claim 149, further comprising: transmitting content to the machine for a particular service based upon user profile information.

155. (Previously Presented) The method of claim 149, further comprising: dynamically updating the user profile information.

156. (Previously Presented) The method of claim 149, further comprising: specifying the user profile information for use in selecting at least one of the following to transmit to the machine: information available via a Uniform Resource Identifier, video content, audio content, multimedia content, a particular video stream, or an executable object.

157. (Previously Presented) The method of claim 149, further comprising: specifying the address of one or more devices selected from the group consisting of a personal computer, a television, a cable box, a satellite box, video game console and a personal digital assistant.

158. (Currently Amended) A method of accessing information for use in routing and transmitting content to a machine via a network, the method comprising:

accessing, via a network connection, a user profile comprising at least one hierarchical attribute value-pair data structure stored in a computer-readable medium on a server;

transmitting, to the server, data comprising an identification of the machine and user profile information further comprising user activity information for determining a uniform resource identifier, wherein the data is stored on the server in the at least one hierarchical attribute value-pair data structure; and

inheriting user profile attributes into the user profile from a group of which the user is a member, [[and]]

wherein the content is selected based on the user profile and is used to enhance an audio video program.

159. (Previously Presented) The method as claimed in claim 158, wherein the content comprises an executable object.

160. (Previously Presented) The method of claim 158, further comprising: storing the data structure in a memory associated with the machine.

161. (Previously Presented) The method of claim 158, further comprising: storing the data structure in a memory associated with a server having the network connection with the machine.

162. (Previously Presented) The method of claim 158, further comprising: dynamically updating the user profile information.

163. (Previously Presented) The method of claim 158, further comprising: selecting, based upon the user profile information, at least one of the following for transmission to the machine: information available via a Uniform Resource Identifier, video content, audio content, multimedia content, a particular video stream, or an executable object.

164. (Previously Presented) An apparatus for accessing information for use in routing and transmitting content to a machine via a network, comprising:

networking means for establishing a network connection from a machine;

accessing means for accessing via the network connection a hierarchical attribute-value pair data structure stored in a computer-readable medium;

inheritance means for inheriting user profile attributes into a user profile from a group of which a user is a member; and

transmitting means for transmitting information via the network connection for specifying in the data structure an identification of the machine, and user-profile information comprising user activity information for determining a uniform resource indicator,

wherein the content is selected based on the user profile and is used to enhance an audio video program.

165. (Previously Presented) The apparatus of claim 164, further comprising storage means associated with the machine for storing the data structure.

166. (Previously Presented) The apparatus of claim 164, further comprising storage means associated with a server having the network connection with the machine, the storage means being arranged to store the data structure.

167. (Previously Presented) The apparatus of claim 164, further comprising means for dynamically updating the user-profile information.

168. (Previously Presented) The apparatus of claim 164, further comprising means for selecting, based upon the user-profile information, at least one of the following for transmission to the machine: information available via a Uniform Resource Identifier, video content, audio content, multimedia content, a particular video stream, or an executable object.

169. (Previously Presented) The apparatus of claim 164, wherein the content comprises an executable object.

170. (Previously Presented) A method for compiling and maintaining information for use in routing and transmitting content to a machine via a network by specifying particular fields within a computer-readable medium, the method comprising:

receiving user activity information for updating a user profile;

specifying in the medium user profile information for determining a uniform resource identifier for identifying content to transmit to the machine and an identification of the machine;

inheriting user profile attributes into the user profile from a group of which the user is a member;

storing the user profile information in a hierarchical attribute value-pair data structure; and

selecting content for at least one user based on examination of at least one other user profile,

wherein the content is selected based on the user profile and is used to enhance an audio video program.

171. (Previously Presented) The method of claim 170, wherein selecting content for at least one user further comprises selecting content for a group of users.

172. (Previously Presented) The method of claim 170, wherein selecting content for at least one user further comprises examining profiles of users in one or more groups of which the at least one user is a member.

173. (Previously Presented) The method of claim 172, wherein examining profiles of users in one or more groups of which the at least one user is a member further comprises examining profiles of one or more subsets of the one or more groups of which the at least one user is a member.

174. (Previously Presented) The method of claim 170, wherein selecting content for at least one user further comprises examining profiles of users in one or more groups of which the at least one user is a not a member.

175. (Previously Presented) An apparatus for compiling and maintaining information for use in routing and transmitting content to a machine via a network by specifying particular fields within a computer-readable medium, the apparatus comprising:

a receiver for receiving user activity information for updating a user profile; and

a computer-readable medium comprising user profile information for determining a uniform resource identifier for identifying content to transmit to the machine and an identification of the machine,

wherein the user profile comprises information in a hierarchical attribute value-pair data structure and further comprises inherited user profile attributes from a group of which the user is a member, and

wherein the content is selected based on the user profile and is used to enhance an audio video program.

176. (Previously Presented) The apparatus of claim 175, wherein the content comprises an executable object.

177. (Previously Presented) The apparatus of claim 175, wherein the user profile information further comprises information identifying preferences of the user.

178. (Previously Presented) The apparatus of claim 175, wherein the user profile information is dynamically changed based upon updated information.

179. (Previously Presented) The apparatus of claim 175, wherein the user profile information is obtained by querying the user.

180. (Previously Presented) The apparatus of claim 175, wherein the content is transmitted to the machine for a particular service based upon user profile information.

181. (Previously Presented) The apparatus of claim 175, wherein the user profile information is dynamically updated.

182. (Previously Presented) The apparatus of claim 175, where the user profile information is used to select at least one of the following to transmit to the machine: information available via a Uniform Resource Identifier, video content, audio content, multimedia content, a particular video stream, or an executable object.

183. (Previously Presented) The apparatus of claim 175, wherein the machine is selected from the group consisting of a personal computer, a television, a cable box, a satellite box, video game console and a personal digital assistant.